

Mumbai, October 11, 2013

### Siemens Corporate Citizenship Film Runner-up at Global Sustainability Awards

- **Film showcases community development initiatives of Project Asha.**
- **The project is expected to transform Amle village into a self-sustainable community within three years.**
- **The entry was in the high-competitive and popular category of Community Investment.**

A film on the sustainable, integrated community development initiatives of Siemens Corporate Citizenship was adjudged Runner-up in the category of Community Investment at the prestigious tv/e Global Sustainability Film awards 2013, London. The film was shot on location in the village of Amle, a tribal community of around 300 villagers who survive on subsistence farming. It depicts a day in the life of Dilip Vare, head of the village development committee, who narrates how the technology and social interventions of Project Asha has made the dreams of many community members a reality.

Bhavik Doshi, Head of Marketing Communications at Siemens in India, said, "The film was produced to narrate the story of a village that was transformed through Siemens Corporate Citizenship interventions. The production team had to overcome numerous challenges. The entire film equipment were brought to the village in chest-deep water. The team was on location for five days and four nights without adequate accommodation or potable water. The award is an acknowledgement of the tireless effort by all the team members."

As part of Siemens Corporate Citizenship, Project Asha aims to provide electricity, water, education, medical facilities and livelihood to Amle village. The project is expected to transform Amle village into a self-sustainable community within three years with its technology and support, making the remote, inhospitable hamlet into a model for the rest of the off-grid villages in India. "Living in misery and poverty had become a part of our lives.

**Siemens Ltd.**  
130, Pandurang Budhkar Marg, Worli, Mumbai - 400 018, India  
Tel. : (022) 3967 7000, 3967 7537  
Head, Corporate Communications: Ramya Rajagopalan

Today, for the first time, we have clean drinking water and water for irrigation throughout the year. Mothers give birth to healthy babies and children continue their education. We are no more scared of darkness," recounts Dilip Vare in the film.

**Contact for journalists:**

Siemens Ltd., Media Relations

Bijesh Kamath, phone: +91 22 3967 7537, 3967 7000

E-mail: [bijesh.kamath@siemens.com](mailto:bijesh.kamath@siemens.com)

**Siemens Ltd.**, in which Siemens AG holds 75% of the capital, is the flagship listed company of Siemens AG in India. Siemens in India including Siemens Ltd. comprises 13 legal entities (as of March 2013), is a leading powerhouse in electronics and electrical engineering with a business volume aggregating about Rs. 12,000 crore. It operates in the core business areas of Industry, Infrastructure & Cities, Energy and Healthcare. It has a nation-wide sales and service network, 23 manufacturing plants and employs about 18,000 people. Further information is available on the Internet at: <http://www.siemens.co.in>.

**tve** (tve is a collective name for Television for the Environment and Television Trust for the Environment) was set up in 1984 by the United Nations Environment Programme, WWF and the UK broadcaster Central Television. tve works with networks of Partners in Africa, Latin America and Asia and independent filmmakers around the globe to produce and distribute films about the environment and development - our aim is to inspire change for a greener, fairer world. Our editorially-independent films are broadcast across the world on global, regional and national TV - from international channels like Al Jazeera English and MTV International to Canal Futura in Brazil, ETV in India and over 32 regional channels across Indonesia. <http://tvecsfa.org>